



Station Order Kaine for Senate 2012

Market: Norfolk-Virginia Beach

Flight Dates: Monday, October 08, 2012 to Sunday, October 14, 2012

Estimate ID

11517

Contact: Eileen Baggett

Email: eileen.baggett@wavy.com

Phone: 757-393-1010

Fax: 757-396-6151

Direct:

WAVY-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
WAVY 5a News	EM	M-F	30	\$125.00	1	1	1	1	1			5
5:00 AM 6:00 AM				\$625.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY 6a News	EM	M-F	30	\$350.00	1	1	1	1	1			5
6:00 AM 7:00 AM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Today Show	EM	M-F	30	\$350.00	1	1	1	1	1			5
7:00 AM 9:00 AM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Saturday Today	EM	Sa	30	\$250.00						1		1
8:00 AM 10:00 AM				\$250.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Sunday Today	EM	Su	30	\$225.00							1	1
8:00 AM 9:00 AM				\$225.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Today II	DT	M-F	30	\$125.00				1				1
9:00 AM 10:00 AM				\$125.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Today III	DT	M-F	30	\$100.00	1							1
10:00 AM 11:00 AM				\$100.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY Noon News	DT	M-F	30	\$75.00			1		1			2
12:00 PM 1:00 PM				\$150.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Days of Our Lives	DT	M-F	30	\$125.00		1						1
1:00 PM 2:00 PM				\$125.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Anderson Cooper	EF	M-F	30	\$125.00		1		1				2
4:00 PM 5:00 PM				\$250.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY 5p News	EN	M-F	30	\$350.00	1	1	1	1	1			5
5:00 PM 5:30 PM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
WAVY 5:30p News	EN	M-F	30	\$350.00	1	1	1	1	1			5
5:30 PM 6:00 PM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												

Chris Vail

Media Strategies and Research

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ChrisV@mediastrategies.com

Date/Time Sent: 8/1/2012 7:10:16 AM

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		Length			Oct 08	Oct 09	Oct 10	Oct 11	Oct 12	Oct 13	Oct 14	
WAVY 6p News	EN	M-F	30	\$450.00	1	1	1	1	1			5
6:00 PM 7:00 PM				\$2,250.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Saturday 6p News	EN	Sa	30	\$150.00						1		1
6:00 PM 6:30 PM				\$150.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Sunday 6p News	EN	Su	30	\$150.00							1	1
6:00 PM 7:00 PM				\$150.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Ent Tonight	PA	M-F	30	\$300.00	1		1	1	1			4
7:00 PM 7:30 PM				\$1,200.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Access Hollywood	PA	M-F	30	\$300.00		1						1
7:30 PM 8:00 PM				\$300.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
The Voice	PT	M	30	\$1,200.00	1							1
8:00 PM 10:00 PM				\$1,200.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Dateline	PT	F	30	\$400.00					1			1
10:00 PM 11:00 PM				\$400.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY 11p News	LN	M-F	30	\$500.00	2	2	2	2	2			10
11:00 PM 11:35 PM				\$5,000.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Saturday 11p News	LN	Sa	30	\$500.00						2		2
11:00 PM 11:30 PM				\$1,000.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Sunday 11p News	LN	Su	30	\$500.00							1	1
11:35 PM 12:05 AM				\$500.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Tonight Show	LF	M-F	30	\$125.00	1	1	1	1				4
11:35 PM 12:35 AM				\$500.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Station Gross Totals				\$21,500.00	12	12	11	12	11	4	3	65

Chris Vail

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